

Message Text

LIMITED OFFICIAL USE

PAGE 01 STATE 031310

11
ORIGIN EUR-03

INFO OCT-01 ISO-00 /004 R

66011
DRAFTED BY EUR/SOV:MTDIXON:BG
APPROVED BY EUR/SOV:WEDGAR
----- 128600
R 092006Z FEB 76
FM SECSTATE WASHDC
TO AMCONSUL LENINGRAD

LIMITED OFFICIAL USE STATE 031310

FOL RPT MOSCOW 18321 ACTION SECSTATE 23 DEC.

QUOTE

LIMITED OFFICIAL USE MOSCOW 18321

E. O. 11652: N/A
TAGS: ETRD, UR
SUBJ: PROPOSED "VISIT USA" PROGRAM FOR THE USSR

REF: STATE 296633

1. EMBASSY CONCURS WITH ASSESSMENT REFTEL THAT PROPOSED
"VISIT USA" PROGRAM WOULD BE USEFUL FOLLOW UP TO CSCE (EVEN
THOUGH COMMERCIAL IMPACT LIKELY TO BE MARGINAL), AND WOULD
BE PREPARED TO PARTICIPATE IN IT. US BICENTENNIAL, KNOWLEDGE
OF WHICH SEEMS RELATIVELY WIDESPREAD IN USSR, OFFERS TIMELY
SETTING FOR UNDER TAKING SUCH EFFORT.

2. IN ADDITION PROGRAM JUSTIFICATION AS CSCE FOLLOW UP,
EMBASSY BELIEVES REFERENCE SHOULD BE MADE TO BILATERAL AGREE-
MENTS WHICH CALL UPON US AND USSR TO IMPROVE CONDITIONS FOR
TOURISM, I.E., PRINCIPLE NINE OF BASIC PRINCIPLES OF RELATIONS
SIGNED MAY 29, 1972 AND JOINT STATEMENT SIGNED AT END OF
VISIT TO USSR OF ASSISTANT SECRETARY OF COMMERCE FOR TOURISM
LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 02 STATE 031310

WASHBURN IN SEPTEMBER 1974. HRNDEED, POSITIVE REFERENCE TO

CSCE SHOULD BE SOMEWHAT RESTRAINED IN ORDER TO AVOID POLITICIZING PROGRAM WHICH IN ANY EVENT WILL BE VIEWED WITH SOME SUSPICION BY SOVIETS. EMBASSY ALSO NOTES THAT POSITIVE ATTITUDE TOWARD COOPERATIVE VENTURES WITH US ON PART OF INTOURIST IS SOMEWHAT PROBLEMATIC IN LIGHT OF TURNDOWN FOR IBM LICENSE.

3. PROGRAM OUTLINED IN OCTOBER 30 CLARK LETTER TO THE SECRETARY IN GENERAL SEEMS APPROPRIATE, BUT WE OFFER THE FOLLOWING SPECIFIC OBSERVATIONS. POINTS A AND M COULD BE PARTICULARLY SENSITIVE TO SOVIETS AND THEIR ACCEPTANCE SEEMS DOUBTFUL. POINTS C AND L, ON OTHER HAND, COULD BE ATTRACTIVE TO SOVIET TOURIST OFFICIALS. COMMERCIAL OFFICE WOULD BE GLAD TO OFFER PREMISES FOR PORPOSED SEMINAR, POINT C, BUT TIMING BEFORE JUNE 1976 MIGHT BE DIFFICULT. COMMERCIAL OFFICE ALREADY HAS "VISIT USA" WINDOW DISPLAY PROVIDED BY AMERICAN EXPRESS. POINT H RAISES QUESTION OF WHO WOULD ACTUALLY PAY FOR SPACE AT TRADE FAIRS FOR "VISIT USA" BOOTHS. A 3 X 4 METER BOOTH IN A USDOC SPONSORED TRADE FAIR COSTS DOLS 2,500.

4. IF USG FUNDS UNAVAILABLE, AS PROJECTED REFTTEL, SMALLER SCALE PROGRAM COULD BE CONDUCTED RELYING MAINLY ON EMBASSY AND COMMERCIAL OFFICE RESOURCES. RUSULT HOWEVER, WOULD BE LIMITED EXPOSURE OF BROADER TARGET POPULATION. ALTERNATE POSSIBILITY WOULD BE FOR TOURIST INDUSTRY TO SUPPLY NECESSARY AMOUNT OF MONEY, WHICH LIKELY TO BE MODEST IN ANY CASE. FUNDING OUTSIDE USG MIGHT ALSO HELP ASSURAGE SOVIET SUSPICIONS REGARDING THE PROGRAM.

5. OTHER GENERAL CONSIDERATIONS INCLUDE FOLLOWING. US TRAVEL INDUSTRY WOULD HAVE TO DEVELOP ATTRACTIVE, SSRPENSIVE PACKAGE TOURS WHICH SHOULD FEATURE US TOURIST SPOTS BEST KNOWN HERE SUCH AS DISNEYLAND, WASHINGTON, D.C., NEW YORK, ETC. THERE IS QUESTION OF HOW PAN AM MIGHT COMPETE MORE EFFECTIVELY FOR SHARE ANY INCREASED USSR-ORIGIN TRAFFIC TO US. AND HOW WOULD ENVISAGED "VISIT USA" TOURISM PROGRAM WITH EMBASSY-COMMERCAIL OFFICE PARTICIPATION FIT IN WITH ACTIVITY OF US-USSR TRADE AND ECONOMIC COUNCIL'S COMMITTEE ON TOURISM?
STOESSEL

UNQUOTE INGERSOLL
LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 03 STATE 031310

LIMITED OFFICIAL USE

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TOURISM PROMOTION, PROGRAMS (PROJECTS)
Control Number: n/a
Copy: SINGLE
Draft Date: 09 FEB 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: morefirh
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976STATE031310
Document Source: CORE
Document Unique ID: 00
Drafter: MTDIXON:BG
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760050-0105
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760267/aaaacgwu.tel
Line Count: 107
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN EUR
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: 76 STATE 296633
Review Action: RELEASED, APPROVED
Review Authority: morefirh
Review Comment: n/a
Review Content Flags:
Review Date: 06 MAY 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <06 MAY 2004 by BoyleJA>; APPROVED <03 JUN 2004 by morefirh>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PROPOSED "VISIT USA" PROGRAM FOR THE USSR
TAGS: ETRD, UR, US
To: LENINGRAD
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006